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FACSIMILE COVER SHEET

FAX NO : 703-872-9306

TO : Commissioner for Patents
Mail Stop: Amendment

FROM : Oleg F. Kaplun

DATE : January 20, 2005

SUBJECT : U.S. Patent Appln. Serial No. 09/653,767
for *Frames-Based Advertising Service*
with *Response and Activity Reporting*
Inventor(s): Allan et al.
Our Ref.: 40116/06801

NUMBER OF PAGES INCLUDING COVER : 13

MESSAGE:

Please see attached.

IF ANY PAGES WERE NOT RECEIVED OR ARE ILLEGIBLE, PLEASE CALL (212) 619-6000 AS SOON AS POSSIBLE

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[40116/06801]

IN THE UNITED STATES PATENT AND TRADEMARK OFFICERECEIVED
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JAN 20 2005

Inventor(s) : Scott T. Allan et al.
Serial No. : 09/653,767
Filing Date : September 1, 2000
For : Frame-Based Advertising Service With Response
And Activity Reporting
Group Art Unit : 3629
Examiner : Jonathan P. Ouellette

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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22313-1450, Fax (703) 872-9306 on the date shown below:

By:

Date: January 20, 2005

Oleg F. Kaplun, (Reg. No. 45,559)

TRANSMITTAL

In response to the Office Action mailed October 20, 2004, please find an Amendment for filing in the above-identified application. No fees are believed to be required. However, the Commissioner is hereby authorized to charge any additional fees to the Deposit Account of Fay Kaplun & Marcin, LLP No. 50-1492. A copy of this paper is enclosed for that purpose.

Respectfully submitted,

Dated: January 20, 2005


Oleg F. Kaplun, Reg. No. 45,559

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[40116/06801 - A - 68678]

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Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION

In response to the Office Action mailed October 20, 2004 in the above-identified application, please consider the following remarks: